



LESLIE VICTORIA LOPEZ

DESIGN & ART DIRECTION

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TELL ME MORE

Creative with 15 years of diverse and fast-paced work experience. Paragraph style junkie, Spotify playlist guru, with a can-do attitude.

SCHOOL

THE ART INSTITUTE OF HOUSTON
2004–2007
Bachelors of Fine Arts: Graphic Design

SKILLS

TECHNICAL

Adobe Creative Suite
Microsoft Office Suite
ArcGIS
MapMe
Eloqua
Workfront
Weebly
Genial.ly
Flipsnack
Trello
Pages
Keynote

PRACTICAL

Art direction
Typography
Packaging
UI/UX
Interactive wiz
Post-production/re-touching
HTML/CSS
Macintosh and Windows OS
Strong written & verbal communication skills
Helluva team player
Extreme attention to detail
Fluent in social media
Expert Googler

LANGUAGES

Fluent in English and Spanish
[written and spoken]

WORK

JONES LANG LASALLE – chicago/houston
2017–PRESENT: SENIOR GRAPHIC DESIGNER

- Collaborates with marketing team to produce all materials for property marketing and sales enablement consisting of, but not limited to, offering memorandums, RFPs, leasing marketing materials, interactive presentations, e-blasts, property websites, digital and print ads
- Works with outside vendors; photographers, illustrators, videographers on supplemental imagery for business development
- Encourages continuous learning of trends, as well as design knowledge sharing among design colleagues

KENDALL COLLEGE – chicago

2013–2017: GRAPHIC DESIGN MANAGER
[Promoted from Senior Graphic Designer]

- Conceptualized and developed all marketing collateral, as well as maintained the appearance, usability and brand continuity for both digital and print deliverables; managed a design assistants and interns
- Oversaw budget, timelines, vendor relationships; approval of press proofs, quotes, purchase orders
- Managed inventory of marketing materials

WILSON SPORTING GOODS – chicago

2013: DESIGNER – TEAM + RACQUET SPORTS

- Designed advertisements, catalogs, logos, web, and e-blasts; promotional materials; photo retouching; trade show graphics; products; packaging and POPs

HOUSTON DYNAMO – houston

2007–2012: DESIGN MANAGER
[Promoted 2x from Design Intern & Graphic Designer]

- Led and executed the creative process of all marketing materials for the team; managed and collaborated with design department; responsible for hiring graphics team and interns
- Overlooked all aspects of the team brand; designed original BBVA Compass Stadium logo; managed ordering process of printed creative; produced/approved all graphics for website and social media; created high-value sponsorship proposals; stakeholder for popular gameday publication
- Photo retouching and compositing; art & creative director for team and cheerleader photo shoots; handled gameday production elements

RECOGNITION

SEPTEMBER 2023

JLL Creative wins GDUSA America Inhouse Design Awards in multiple categories

SEPTEMBER 2022

JLL Creative wins GDUSA America Inhouse Design Awards for in-house capabilities

APRIL 2016

Winner of the Collaborative Partner Award. Nominated by fellow peers and voted on by a select committee

December 2013

Presidential Coin recipient at Kendall College. Given to those who have gone above and beyond in their position. Only eligible if nominated by fellow colleagues

April 2012

Design featured in Houston Chronicle article covering MS150 jersey designs for different organizations

March 2012

Designs featured in Sports Business Journal article covering BBVA Compass Stadium

November 2010

Voted Best Marketing Department by Major League Soccer at annual league awards

October 2009

Featured as a success story for Art Institute of Houston advertorial in October 2009 issue of Seventeen Magazine

December 2008

Voted Houston Dynamo MVP at annual Dynamo Front Office Awards

December 2007

Voted Houston Dynamo Intern of the Year at annual Dynamo Front Office Awards

April 2007

Winner of the Houston Dynamo mascot design project for The Art Institute of Houston